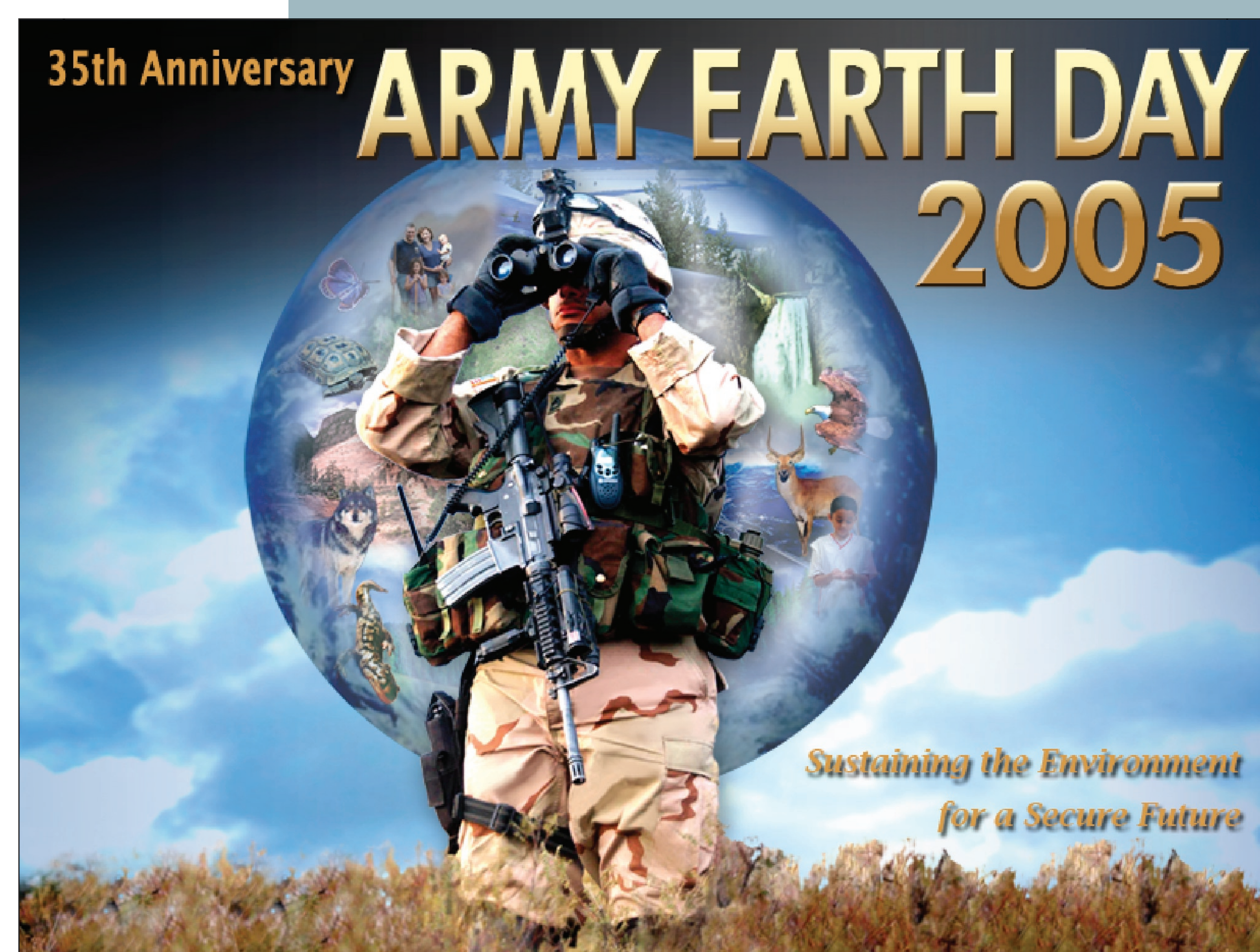


SEMS Goal #3

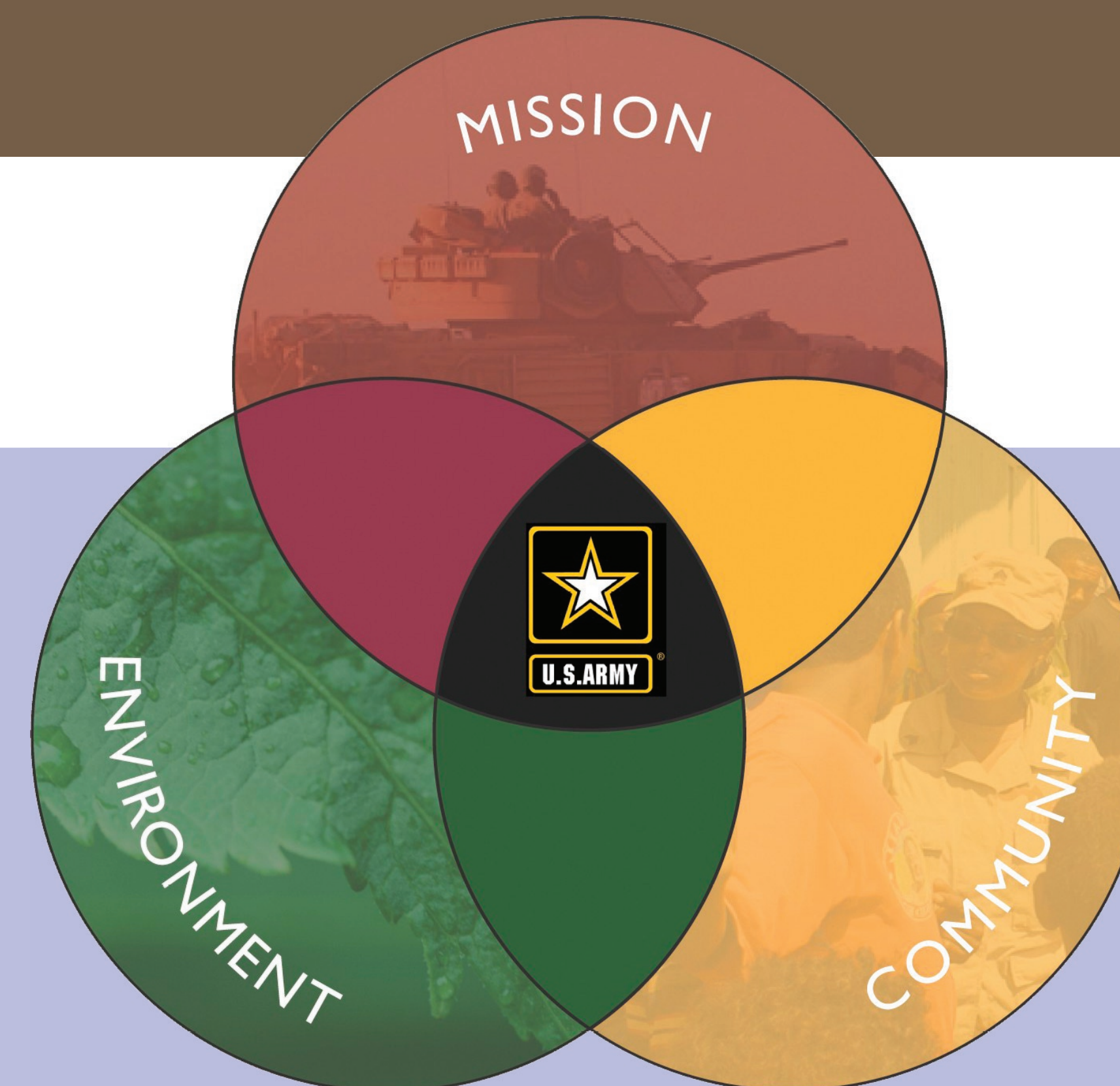
Improve communication to foster understanding and attain a "Community of One"



Questions:

How could Fort Carson, and specifically the Public Affairs Office, obtain dedicated community journalism professionals to help further sustainability in the region and the "Community of One" goal?

How can the Public Affairs Office leverage its media influence to enhance Fort Carson community partnerships?



Accomplishments:

- Invited the news media to 126 Fort Carson events covering a wide variety of topics.
- Supported 266 community events such as the Cripple Creek Veterans Motorcycle Rally and Parade.
- Conducted several tours of Fort Carson and Piñon Canyon Maneuver Site (PCMS) for elected officials and other stakeholders.



(top) Earth Day/Arbor Day tree planting.

(bottom) Fort Carson National Night Out.

Future Initiatives:

- Conduct public opinion surveys in surrounding communities to measure attitudes toward the Army and Fort Carson, awareness of key command messages, and to gain a better understanding of the biggest concerns the public has regarding Fort Carson.
- Use a wide variety of media (TV, radio, print, and Internet) to communicate with Soldiers and the community.
- Continue to provide Installation tours, speakers for community events, community involvement meetings such as the Restoration Advisory Board, and one-on-one meetings with stakeholders.



Fort Carson Community Relations tour group.



For more information, call the SEMS Training/Sustainability Hotline at 526-4340 or log on to <http://sems.carson.army.mil>